

# WOMAN'S AUXILIARY

to the California Medical Association



## Rx: A Program

"DOCTORS are so aloof; they think they walk hand in hand with God." "Modern doctors are just plain lazy—try to get one out at night!" "The AMA dictatorship is obstructing social and economic reforms." "My father's doctor was a trusted and personal friend; today, my doctor doesn't care about me." "Doctors are reactionary; they are against everything." "Doctors make too much money."

Communication is a two-way street—*transmitting* and *listening*. Never before in the history of American medicine have we heard so much complaint and criticism about physicians. There is an undercurrent of discontent about him; discontent born of the changing times—scientific, economic and political.

Unjustified accusations cry for refutation and have intensified the public relations consciousness of the profession's closest ally—The Woman's Auxiliary.

We have seen a profession, schooled and dedicated to the service of mankind, struck a mighty blow in Congress on April 8, 1965, with the passage of medicare by the House of Representatives. We are acutely aware of the consequences upon the health care of the American people.

The question arises: How have we been *transmitting*? Have we been living up to our full potential to mold public opinion, or only ambling? An inventory of county program reports from up and down the state indicates a cognizance that perhaps we, ourselves, have not done enough to dispel the many misconceptions regarding the medical profession's contributions to society.

The Woman's Auxiliary's program offers an

ideal instrument for initiating constructive action to shape the critical trends of our times. We have worthy goals. However, unexpressed ideas are of no more effect than the embryo of a seed before it burgeons. We are evolving, yet if we have not grown in stature and purpose with each passing month and year, we cannot justify our existence as an organization.

One of the major purposes of the Auxiliary program is to interpret the medical profession and its stand on social issues to a misunderstanding public. This interpretation is not confined to verbal expression alone; it is also demonstrated through service and the very real concern for a way of life that denies the charge of purely material values. Our concern is rooted in a sincere concern for humanity, as is that of the medical profession.

PROGRAM within the Auxiliary is *not* a series of fashion shows, films, teas and bridge parties. We are *not* a party-giving country club set, indulging our privileges and merely hoping for peace. The Auxiliary is a *working* organization with a program that coordinates a wide variety of projects which serve to train and guide its members toward a life of constructive action in the promotion of health, peace, justice and love.

Regarding projects, to name only a few:

LEGISLATION has been our top priority project. Busy members realize they must not only create a home for their families, but also a world in which they can live and grow in freedom. Legislation is a community service as much as the Auxiliary Homemaker Service.

HEALTH CAREERS. Through the sponsoring of Future Nurse Clubs and Health Career Clubs in high schools, combined with presentations of county "Career Days," a superior effort in vocational guidance is helping young people to find their life's work. Scholarships and loans are made available to these students.

AMA-ERF. The Auxiliary is proud of its success in raising funds to sustain its own ranks, in-

dependent of government handouts. California has been a pace-setter in this field.

**COMMUNITY SERVICE:** Physicians' wives are generally outstanding community leaders, giving freely of their energies to raise funds for local hospitals, orphans homes and the like. In addition, they serve as volunteers for work at blood banks, health agencies, Red Cross and hospitals. They provide homemaker services, "Meals on Wheels" for shut-ins, training for Good Emergency Mother Substitutes. They disseminate safety information, they help expose quackery and they promote rural health.

**INTERNATIONAL HEALTH ACTIVITIES.** Physicians' wives are proving to be ambassadors of

good will and home-front diplomats. Drugs and health supplies are collected in huge amounts and shipped to the medically indigent throughout the world through the Direct Relief Foundation in Santa Barbara. Foreign physicians and students at hospitals are being invited into our homes and entertained.

These are typical items in the Auxiliary's *program*.

Doctor, be interested in your wife's participation in Auxiliary.

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